

QUILL



On the Record

EACH year Sigma Delta Chi singles from its ever increasing ranks the one member who has served the fraternity in the most outstanding way during the year.

For the year just past, Kenneth R. Marvin, a member of Sigma Delta Chi since 1921, was selected as performing the greatest service to professional journalism through the fraternity. The award proper, the Wells Memorial Key, was awarded to him at the banquet of the 29th national convention held in Milwaukee in November.

Marvin had completed his second busy year as a member of the fraternity's Executive Council, serving as vice president in charge of undergraduate chapter affairs. In addition to being head of the Department of Technical Journalism at Iowa State College, he found time to enlarge and render an energetic and more effective program for the 49 undergraduate chapters of the society.

That program entailed an active supervision of the visitations to the chapters by professional members in journalism. Each visitor was carefully selected for his knowledge of the fraternity and for his standing in the profession. Each visitor was required to make a detailed report on the activities and affairs of the various chapters. Each report was studied carefully by Marvin and a remedy for weakness recommended. A summary of all results was prepared by him and presented to the convention.

In addition, Marvin found the time and energy to serve as the advisor for the Iowa State chapter. He served as chairman of the Scholarship Awards program which selected the outstanding male journalism students at institutions having chapters of the fraternity, and also handled the awarding of scholarship certificates to the upper 10 per cent scholastically, both men and women, in journalism in the colleges having chapters of the fraternity.

His year of conscientious work also included the supervision of the annual newspaper contests for colleges, photography contest for undergraduate members, the Chapter Efficiency Contest (F. W. Beckman Trophy), and the Professional Achievement Contest (K. C. Hogate Trophy). Marvin also made visitations and installed the Nebraska Professional chapter. He inaugurated the publication of the Undergraduate Newsletters and supervised their publication, a program which had been discontinued from time to time.

It was a year of hard work that earned for him the Wells Memorial Key. The fraternity profited enormously, just as it has from the loyal service of all previous winners of the key who set the pace for all those who devote their efforts to professional journalism and contribute to the progress of Sigma Delta Chi.

TO reflect a bit, here's how the Wells Memorial Key was established.

It was in 1913 that the national organization suffered a blow in the unexpected death of Chester Wells, the fraternity's president. Interested, energetic and showing promise of being a constructive officer, he planned to go to the University of Oklahoma to take charge of journalism instruction there. On September

1, still in Madison, Wisconsin, he went to a hospital for what was thought to be a minor operation on his throat. Six hours later, due to loss of blood which emergency measures were unable to offset, he had died.

Wells' death was a definite setback to the fraternity. It was the Wisconsin chapter that suggested that a Wells Memorial be established in the shape of a key to be given each year to the retiring president of the fraternity. (In time, the key came to be given for service regardless of the recipient's rank or type of service.)

The idea was at once taken up, and while Laurence Sloan (the immediate past president) protested vigorously against the specific past president's key which had already been given him—"its too much like calling a cadet in front of the battalion and then depriving him of his chevrons," he complained—he and the officers approved the proposition heartily.

Wells' parents in Freeport, Illinois, were frantic with grief for their son. The letters of condolence sent to Mr. and Mrs. Wells by the chapters and the others when they were informed of his death, were put together by the parents in a memorial booklet which received wide circulation.

A biographical sketch of Chester Wells in whose memory the fraternity honors one member each year, is found in this booklet. Because of its interest to members we reprint parts of it here.

"Chester C. Wells was born in Lanark, Illinois, Sunday, May 15, 1887, at 10 o'clock in the evening. He was the only child of Cyrus J. and Abigail K. Wells. When Chester was eight months old his parents moved to Freeport. He was reared a Christian, making religious confession and uniting with the First Presbyterian Church of Freeport at the age of twelve.

"During his four years in the high school he worked in the office of the Freeport Democrat, beginning as printer's devil, and working up through the successive stages of reporter and advertising manager. Later he was made assistant business manager of the Freeport Standard. In school activities he was an easy leader, being president of the high school Forum, and first editor of the Polaris, a periodical published by the high school students.

When September, 1909, Chester entered the University of Wisconsin. His energetic and enthusiastic work soon caused him to be recognized as one of the most brilliant students ever enrolled in that institution, at the same time gaining him a popularity in college circles and among the business and professional men of the city. He specialized in journalism, being enrolled in that course in the College of Letters and Science, and in this field he did excellently in his college activities.

"In his freshman year he tried out as a reporter for the Daily Cardinal, the students' newspaper, and won the first reporter's prize both semesters of that year. As the result of his work he was appointed university editor of the Cardinal at the beginning of his sophomore year. Due to resignations the position of managing editor, the highest office on the paper, became vacant at the end of the first semester, and Chester was selected as being the most capable member of the staff to fill

this vacancy. This was the only instance of a sophomore's holding this position, one which is usually given to seniors and graduates, and was one more mark of Chester's capabilities.

"At this time his class also selected him by a large majority to edit the junior annual, the 1913 Badger, and at the end of the school year he resigned his duties on the Cardinal that he might devote all his time and efforts to the Badger. Wells' Badger was pronounced the finest that had been produced up to that time. In his senior year he was selected to edit the Wisconsin Magazine, the literary monthly.

"At the end of his freshman year Chester had been selected as the representative of his class of the Union Board, an organization of a dozen men chosen by the Student Conference to have charge of the social life of the University students. In his senior year his election to the chairmanship of this board placed him in one of the most responsible positions in the student life of the school.

"At the time of his death he was about to take up the work of organizing, as its director, the Department of Journalism in the University of Oklahoma, a position for which he had been chosen before his graduation from the University. He was also to be the national president of Sigma Delta Chi, the national professional journalistic fraternity, having been elected to the office the previous spring at the annual convention at Madison.

"When the news that the man of splendid physique and fine appearance, one of the brightest and best known young men of Freeport, was dead, became known, it caused a shock not only to those closest to him, but to those who had known of his splendid character through indirect association. Public and private expressions of regret only went to show with greater emphasis that he was the type of man that Wisconsin can ill afford to lose."

THE following is a list of the members to whom the Wells Memorial Key has been presented. The date indicates the year for which the award was given:

1913	Laurence H. Sloan
1914	Lee A. White
1915	Roger Steffan
1915	Carl Getz
1920	Kenneth C. Hogate
1921	Lee A. White
1922	T. Hawley Tapping
1923	Ward A. Neff
1924	George F. Pierrot
1925	Donald H. Clark
1926	Roy L. French
1927	Lawrence W. Murphy
1928	James A. Stuart
1929	Robert B. Tarr
1930	Edwin V. O'Neil
1931	John G. Earhart
1932	Franklin M. Reck
1933	Charles E. Snyder
1934	Walter Humphrey
1935	John E. Stempel
1936	Carl P. Miller
1937	Tully Nettleton
1938	Albert W. Bates
1939	Ralph L. Peters
1940	John L. Meyer
1941	Floyd Shoemaker
1942	Willard R. Smith
1943	Elmo Scott Watson
1944	Palmer Hoyt
1945	Albert W. Bates
1946	George A. Brandenburg
1947	Carl R. Kesler
1948	Kenneth R. Marvin

Victor E. Bluedorn.

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On the Eating and Digestion of Crow

THE American press, which has justly prided itself on being more objective than most in its reporting, has probably never been a worse prophet than it was in the months preceding November 2. The error was practically unanimous. Whatever their politics, editors big and little could conceive no possible result of the presidential election but a Republican victory.

Nor was the error mere wishful thinking on the part of conservative management. Rank and file newspapermen of every shade of political opinion expected Governor Dewey to win just as confidently as did their boss. As the returns began to put President Truman ahead that Tuesday evening, the deskmen clustered about wire service printers and news desks shrugged it off. Every experienced reporter knew that first returns were always urban votes, traditionally Democratic.

As midnight arrived and the scoreboard began to indicate the impossible, they were excited but still convinced the final electoral score would be Republican, though closer than forecast. When, at mid-morning Wednesday, Republican headquarters flashed defeat over the nation's wires, American journalism was caught flat footed with a major mistake in judgment that was perceptible to every reader from the fourth grade up.

There was one thing to do and that was to eat crow. To the great credit of the press, most newspapers and radio stations did so, at once, with gusto and apparent good humor. A menu of crow in the form of feature stories, cartoons and editorial comment went into the pages and on the air quickly. The press joined the laugh on itself even while it was trying to discover what had happened.

IF a sociological critic of the press wanted to give it a spanking, the most obvious stick to reach for would be the axiom that opinion should be confined to editorial pages. He could point out that practically every newspaper in the country had been saying in its news columns that Governor Dewey would win easily. He could add that this was not only bad reporting but that it was probably socially reprehensible because it tended to influence voters more interested in winning than in issues and candidates.

But it is not that simple. A free press has a right to predict in its news columns, whether it forecasts tomorrow's weather, next season's crops or next term's president. This freedom carries with it the right to be wrong, or it is no freedom. It also carries the responsibility of accepting the consequences of error. A newspaper or a radio station ac-

cepts the consequences of error every day, at the newsstands or on the dials of receiving sets.

The lessons for the working journalist lie elsewhere. One involves basic reporting. The newspaperman in the street—especially the reporter who covered precinct meetings and watched crowds greet candidates—was just as wrong as the most "scientific" pollster or "informed" expert. It should help teach us anew that the public is not a collection of statistics, to be audited like a set of books, but an infinite variety of individuals, to be approached with the caution accorded the human enigma by priest or physician.

Another lesson emphasizes the usefulness of journalistic background. The election of President Truman was pretty clear evidence that a majority of Americans are no exception to the world trend toward what is somewhat loosely called "socialization." The New Deal was the American version of what has happened to practically all of Western Europe, our political ancestor.

Rightly or wrongly, the ordinary man has come to regard government as his bulwark in a society that seems to grow too competitive for his talents and energies. He voted for the candidate who was political heir to the New Deal's creator. It would seem that too few journalists read the political scientists, economists or historians.

Neither Greek nor English

LAST year at Washington members of Sigma Delta Chi made it clear that they liked the idea of "fraternity" and were of no mind to change the official description of our organization to "society." With this mandate to be Greek in mind, the editor of THE QUILL would like to know the origin of the current custom of referring to members of the fraternity as "SDXers." Both undergraduates and professional writers for THE QUILL do it constantly in manuscript and even in speech.

The Greek Sigma is the English "S" and the Delta is our "D." Chi is the twenty-second letter in the Greek alphabet and "X" the twenty-fourth in ours. Beyond that any remembrance is physical and not phonetic. Chi meant for Aristotle a "ch" sound and to us "X" sounds just like "X" unless one happens to be in Mexico and it turns into an "H." But let that pass. We'll concede SDX (though never in speech, please) but where do the boys get the "er"? By all fraternity usage, we are Sigma Delta Chis, not Sigma Delta Chi-ers.

For that matter there is no reason to condense the fraternity's Greek name in the body of an article. QUILL style is on the "up" side. The editor reserves the right to confine "SDX" to headlines and he dislikes it even there!

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“Be Prepared”

Nominations for the 1948 Awards In Journalism to be made by Sigma Delta Chi, Professional Journalistic Fraternity, will be invited a month from now. Professional Chapters, Undergraduate Chapters, members and non-members are advised to examine the performance of America's journalists during the year 1948, and begin assembling entries now. Awards in the following divisions were made last year. This year's divisions will be announced next month.

General Reporting	Foreign Correspondence
Editorial Cartooning	Research for Journalism
Radio Newswriting	News Picture
Radio Reporting	Courage In Journalism
Washington Correspondence	Editorial Writing

A detailed announcement will appear in the January, 1949, issue of The QUILL. Watch for it.



“The symbol of distinguished service in journalism”

Milwaukee Convention Sets Postwar High

SDX Picks Dallas For 1949 Session

SIGMA Delta Chi's 29th convention balanced business accomplished with provocative professional program and entertainment to a nicety rarely attained by the fraternity's national gatherings.

A registration of 242 delegates and visiting members again broke the attendance record of the previous postwar meetings in Chicago and Washington. Milwaukee will be long remembered by professional veterans of many sessions as well as by the young members representing all of its 49 chapters.

In its final sessions, the convention elected Neal Van Sooy, editor and publisher of the Santa Paula (Calif.) *Chronicle*, national president and added three new members to the Executive Council. Neal succeeded Luther A. Huston, manager of the Washington Bureau of the New York Times whose personal effort contributed heavily to one of the fraternity's most successful years and conventions.

Douglas Southall Freeman, editor of the Richmond (Va.) *News Leader* was elected national honorary president. He succeeded Roy A. Roberts, president and long time editor of the Kansas City *Star* whose prepared address was a convention highlight. It was read by Col. Robert Reed, assistant managing editor of the *Star*, when illness prevented Mr. Robert's personal appearance at the opening luncheon. Mr. Freeman is not only one of the South's best-known and beloved editors but is a distinguished historian with a wide public.

The delegates chose Dallas for the 1949 convention after a vigorous battle between the Texas city and Miami Beach, strong runner-up for the next meeting of the fraternity. Two petitioners, the Press Club at the University of Alabama and Sigma Delta at the University of Idaho, were granted charters as undergraduate chapters. Alabama was a new petitioner; Idaho received a favorable vote after losing an interim ballot of the chapters by a narrow margin.

Sigma Delta Chi's highest honors were paid four other men. Kenneth Marvin, head of the department of technical journalism at Iowa State College and retiring vice-president in charge of undergraduate affairs, received the Wells Memorial Key for the most distinguished service to the fraternity during the year. The coveted jeweled key was voted Ken Marvin for his outstanding work in reviving undergraduate activities in postwar years.

Three national fellows were elected, the first to be chosen since the 1947 convention provided for this special recognition of distinguished journalistic service. They were Erwin Canham, editor of the *Christian Science Monitor* and president of the American Society of Newspaper Editors; Barry Faris, editor-in-chief of *International News Service* and past president of the fraternity, and Harry J. Grant, chairman

of the board of the Journal Company and former editor of the Milwaukee *Journal*. A maximum of six may be accepted in nomination for fellows each year but only three may be elected.

A final honor was paid the memory of one of America's best known newspapermen when the convention voted to place the next Sigma Delta Chi historical marker at Emporia, Kasas, in tribute to William Allen White, late editor of the *Gazette*. The decision was doubly pleasing to Sigma Delta Chis because "Bill" White, who made his newspaper perhaps the most distinguished small city daily of its era, was a former national honorary president of the fraternity.

IN the annual awards to undergraduate chapters, campus newspapers and student photographers, three 1947 first place winners repeated in 1948. South Dakota State College, which last year made a sweep of both chapter contests, this year was again awarded first place for chapter efficiency to win the F. W. Beckman trophy. The Kenneth C. Hogate award for professional achievement, based on percentages of graduates entering journalism, went to the University of North Dakota, with a perfect score of 100.

The *Daily Cardinal* of the University of Wisconsin again was voted first place in straight news writing. The *Daily Reveille* of Louisiana State University won first place in editorial writing; the *Daily Student* of Indiana University, first in feature writing, and the *Kaimin* of Montana State University, first in sports writing.

In pictures Allyn Baum of Northwestern University, who last year placed first for a feature picture, this year topped a "scenic" classification. Winners of first place in other groups were: Feature, Les Brownlee, Northwestern; news, W. K. Braun, University of Oregon, and sports, Charles E. Larkins, University of Missouri.

THE well-balanced speaking and sight-seeing program based on the theme of "New Horizons in Professional Journalism" was given an unexpected new horizon in the presidential election that took place just a week before the convention. The press' general failure to interpret accurately what the American voter planned to do at the polls furnished not only added themes for several formal speakers but hotel room and banquet table discussion throughout the convention.

Urging a self-analysis that might lead to more interpretative as well as more thorough reporting, James B. "Scotty" Reston, diplomatic correspondent of the New York Times, pointed out at the final

Editor's Note: The 1948 convention took place two weeks past The Quill's December issue deadline. Pages were held open for this running account of the sessions and a cover illustration. The next issue will carry layouts of convention pictures, complete lists of undergraduate award winners and constitutional changes and other formal actions of the delegates in Milwaukee.



James B. Reston

banquet that newspapermen failed to go to the source of news, the people, but instead "read ourselves and the politicians." Special trains carrying candidates across the country "go too fast" to enable reporters to find out what ordinary men are thinking and saying, he added.

Cliches helped muddle editorial thinking, Reston said. He cited such discredited shibboleths as "voters like to get on the bandwagon," "you can't win without New York," "the New Deal is dead" and "the Midwest is safe for Republicans." He gave the press a grain of comfort when he added wryly that only one newspaper was able to forecast domestic events, and especially elections, with complete accuracy—Russia's *Pravda*.

As far as good reporting is concerned, he believed that "if the Truman election has forced us to question the obvious and really do an effective reporting job again, it has made a great contribution." But he foresaw that the newspaper's job would be more and more interpretative reporting in which the fact of "spot news" was presented with a background that made it the "essential truth" rather than the "literal" truth.

Even error can be quoted accurately, "Scotty" said, citing recent front page examples of factual reporting which, wrenched from their context, could and have made vastly different headlines. In his plea for more informed news coverage, he reminded Sigma Delta Chis that most scoops in the old-fashioned sense "are gone with the radio."

IN his address delivered by proxy Thursday noon, Roy Roberts conceded that the press guessed wrongly on the outcome of the election but declared that it printed news of the actual campaign fairly and accurately. He attributed the failure of newspapermen and other journalists to sense the change that was happening just before the election to the fact that "we didn't do the job of old-fashioned reporting we should have."

"We might as well start the discussion by admitting that most of our faces are red," he said. "Maybe it does us good to have it happen that way once in a while—but not too often. Frankly, the mass public doesn't like to be told by newspapers or anyone else, for that matter, what they should do and think. I imagine all of

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JUDGE UNDERGRADUATE PHOTOGRAPHERS—Five veteran newspapermen look over some 100 pictures to select winners announced at the Milwaukee convention in four classes among campus photographers. From left—Jack Kenney, director circulation for all Hearst newspapers; Vern Whaley, picture editor; George A. DeWitt, executive editor; E. L. Shainmark, managing editor, and Leo Fischer, sports editor, all of the *Chicago Herald-American*.

Convention

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us were guilty of doing a little too much telling and too little explaining."

"Of course, it's a prime function of a newspaper to lead, not to follow. But over the years I have sort of come to the conclusion that you serve your purpose more effectively by setting forth the facts and letting the public make up its own mind than by overstressing your own conclusions and expecting the mass public to accept your opinions."

Discussing actual campaign coverage, he expressed his opinion that the bulk of the press not only covered the candidates fairly but that a great number who favored Dewey editorially actually gave Truman more news space because his style of campaigning made more news and human interest stories.

"Examination of our columns will show that Truman got more space and headlines than Dewey, and certainly more of the human interest aspects," he said. "Most American newspapers did the same. The press services were scrupulously fair. Neither newspapers nor press services deserve commendation for this. That was their duty to their readers; it is their function. On this score, the American newspaper did not fail."

After pleading for better writing based on better preparation for the professional

job, the fraternity's honorary president looked to the future of the young delegates at the convention and said:

"I confidently expect the newspaper 10 and 20 years from now will be as different from that of today as the old hand-press compares with the latest high-speed color press. New and startling methods of transmission will outmode everything we have known. New methods of production will make the paper of the future far more attractive."

"Most of you folks are young. What a great era it is going to be to live through and be a part of. I hope this convention will strive to build, stimulate creative effort, look ahead to the future which belongs to you, if you will but be ready for it."

"One final thought. Much of the emphasis, too much possibly, of newspapers may be concentrated on the productive plant, the color presses, the new methods of transmission, the new mechanical processes. All that is fine and necessary."

"But, after all, the true and final test of any newspaper will be in the future, as it has been in the past, the soul itself of the newspaper. There lies any real greatness."

A PARALLEL thesis of professional responsibility was emphasized by the Very Rev. Edward J. O'Donnell, S.J., president of Marquette University, one of the convention hosts, who spoke at a luncheon given for delegates by the

Milwaukee *Sentinel* Friday.

"It is the good of the reader that is of primary importance to the editor, the publisher or the reporter," said Father O'Donnell. "The reader must not only be regarded as an individual, not only as a citizen, but also as a creature of God who is being informed so that he can better order his life in accordance with eternal principles."

Pointing out that the journalist has great power to influence his fellows by the information he disseminates, the Marquette president said this carries with it a heavy responsibility for the profession. What the newspaper communicates helps greatly to enable the citizens of a democracy properly to exercise their rights, he said, adding:

"Since journalism is communication, the journalist can do good or evil to his readers only by what he communicates. If he lies, he cannot fail to harm his readers; only the truth can do good for his readers."

"Freedom of the press, if it means anything, means freedom for the people to get the truth, the whole truth and nothing but the truth."

The theme of the press' social responsibility again ran through a panel on press ethics in which two newspapermen and a leading teacher of journalism participated Friday morning. Declaring that the printed word can be a more potent instrument for good or bad than the atomic

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Survey Schools

Education For Editors In Industry

By ROBERT D. BRETH

THE increasing importance of the industrial publication as a medium of communication between management and employees, customers and stockholders is no longer in the opinion stage—it is an accomplished fact. One incontrovertible proof attests to this—industrial publications have continued to increase in numbers, despite the anticipated demise of the "war babies." Today, there are an estimated 6,000 internal and external house organs as against some 4,400 at the peak of the war production era in 1944.

This increase in number of publications has posed a special personnel problem for industry—where to secure professionally trained or skilled editors.

For many years, despite the efforts of a few hardy journalism educators, industrial editors just "grew." Most were recruited from the ranks of professional writers, including newspapermen, advertising and public relations personnel, popular magazine or trade journal personnel and free lancers. Many others, however, had no professional writing experience but came up through the ranks of industry, mainly with industrial relations back-



STUDIES EDUCATION FOR HOUSE ORGAN EDITORS—Robert D. Breth, management consultant and expert on industrial relations publications, recently headed the first national survey of formal journalism training for those entering this big and growing field.

grounds. In a few instances, editors have both kinds of experience.

Editors of either of the first two classifications had a new job to learn. The professional writers had to learn industry's

problems and the industry-trained editors had to acquire the professional writer's techniques. This system of producing capable industrial editors is effective but not efficient. It exists primarily because nothing was ever done about it on a large scale. Management as a group has never specified the basic requirements necessary for a person to handle an industrial editorial assignment capably. Journalism educators have also failed to make any concerted effort to set up such specifications.

THE American Association of Industrial Editors has tried to do something to break up this impasse. Recognizing the fact that education in the long run is the most effective remedy to cure ills stemming from ignorance, the association decided to start by getting at the basic facts, education-wise. As a consultant to the association, I was asked to make a survey which was subsequently titled, "Formal Education For House Organ Editors."

The study was conducted among the 78 heads of schools and departments of journalism as listed in the 1948 Yearbook of *Editor & Publisher*. To insure accuracy and eliminate bias, technical assistance was supplied by A. J. Wood & Company, experienced opinion and attitude researchers of Philadelphia.

The business aspects of the study have been publicized in the trade press, but there are many points of special interest to journalism educators and students alike. Here are a few:

From the FOREWORD to the Study:

"The task of supplying advanced training and education in the business and professional fields has traditionally been absorbed by the colleges and universities

NEARLY four years ago, in the first 1945 issue of *The Quill*, Robert D. Breth and Paul Biklen collaborated on "Journalistic Job? Don't Overlook the House Organ." At that time house organs had reached a peak of 4,400 and the usual pessimists predicted a sharp shrinkage of such "war babies." Now there are 6,000.

Recently the American Association of Industrial Editors authorized a survey among journalism school officials of courses and sequences looking toward this sort of editorial job. The *Quill* asked John Reagan, president of the association, for a special article on the results, released this Fall, and the Breth article followed. He is the management consultant who made the survey, with the technical assistance of A. J. Wood & Co., market research agency.

A graduate of the Wharton School of the University of Pennsylvania, Breth specializes in management-employee, customer and stockholder communications. He edits "Quotes Ending," monthly information letter on employee publications and "Saving on Engraving," layout and production aid for industrial editors. He is co-author of a text on house organs, "The Successful Employee Publication," published by McGraw-Hill, and teaches trade journalism at Temple University.

During the war Breth was public relations section chief for an Army Ground Force installation, including the editing of its newspaper. Before service, he edited house organs for the Fleetwings Division of the Kaiser Cargo, Inc. He has written for numerous industrial and journalism trade magazines.

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CARTOONIST ENJOYS HIS WORK—Wally Carlson, creator of "Mostly Malarky" and co-producer of "The Nebbs," in his den, an auxiliary workroom in his Chicago home decorated with, among other items, original drawings by his friend, George Petty of pretty girl fame.

MAKE no mistake about it. This is a blurb, pure but not so simple, about Cartoonist Wallace A. Carlson, one of the best in his profession and one of the swellest gents to wear the key of Sigma Delta Chi.

Wallace, who admits that his first name caused him no end of embarrassment during the recent presidential campaign, is "Wally" to both his intimates and many followers who are giving him two resounding salutes these days.

Salute No. 1 is for rounding out his 25th anniversary as the co-producer with the late Sol Hess of "The Nebbs," the comic strip which is widely distributed by the Bell Syndicate. In all these years he has never missed a deadline!

Salute No. 2 is for the success he has made as the sole creator of the panel, "Mostly Malarky," which made its debut in the Chicago Tribune on April 29, 1946. A flock of leading dailies subscribe to the cartoon through the Chicago Tribune-New York News Syndicate and readers in a reminiscent mood are commenting that Carlson is now carrying on in the best tradition of Briggs and Webster, two of his idols in the world of cartoon art.

Besides being a superb illustrator, "Wally" Carlson is somewhat of a one-man band. Members of Chicago's Headline Club will attest that he is a cracker-jack storyteller. Moreover, he is a courageous yarn spinner with all dialects his forte.

The master of repartee also shines as a memory expert and prestidigitator. One of his pals in the realm of legerdemain is Chicago's famed Matt Schulien. Wally is

a devoted habitue of Matt's restaurant.

BY this time you must realize that Wallace Anderson Carlson is a gifted mass entertainer. For a chronic worrier he really brings a lot of joy into the lives of others both by his facile pen and through personal contact.

After all these years of collaborating with others in cartoon production, Wally is having the time of his life with his own brain child, "Mostly Malarky."

"Mostly Malarky" doesn't follow any definite pattern and Carlson has free reign to execute any idea that comes to him whether it requires one or a dozen panels. The feature, however, is much like a comic strip in capsule form as various characters have been established who appear regularly enough to become fixtures in the minds of "Malarky" readers.

Carlson's characters include Charlie Malarky, his wife Pansy (named for Wally's attractive wife), and their youngster, Stormy. Crowding the principal characters in popularity are Maizie and Daisy, along with Dillingsby and Mr. Froogle.

Appearing in "Mostly Malarky" every now and then are incidents titled "Jerkin'g You've Met," "Momentous Tragedies," "Success Stories," and "Life's Little Mysteries."

Wally gets a wallop out of his "Malarky" assignment because people comment that the incident depicted either happened to them or to somebody they knew. He is a perfectionist when it comes to the human interest angle.

Maizie and Daisy are responsible for

Cartoonist, Wit Gets Laugh With Pen Or Tongue

By C. W. CLEVELAND

much of his fan mail. Strangely enough, a half dozen real life prototypes of these delightful charwomen have expressed their enjoyment of the cartoon by submitting gags for future panels.

Don Quinn, author of that wonderful script for Fibber McGee and Molly, is probably the best-known follower of "Mostly Malarky" who comes up occasionally with an idea for Wally's use.

The moment that Carlson steps out of his studio in the 333 North Michigan Avenue Building he is buttonholed by somebody who thinks he has a gag that will lay them in the aisles. Carlson listens patiently to all suggestions and encourages "audience" participation.

A NATIVE of St. Louis, Wally came to Chicago in 1905. His newspaper career started on the old *Inter-Ocean* while he was still a student at Lane Technical High School. He drew sports cartoons and occasionally a front page editorial cartoon. Wally never had an art lesson in his life because he never had time to take one!

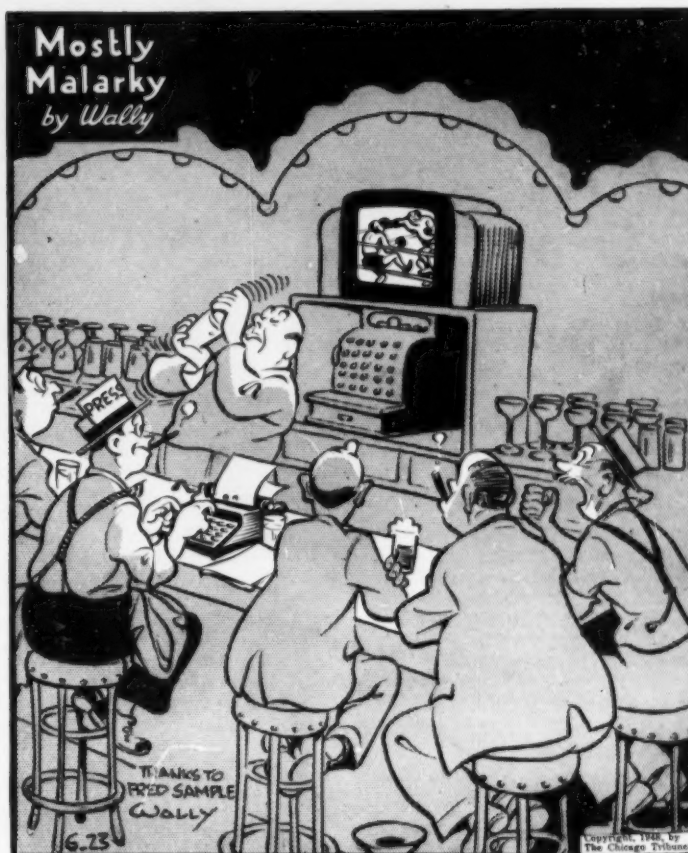
He is hailed as a pioneer in the field of animated motion picture cartoons, having produced his first such film at the Essanay Studio in Chicago. Carlson was the

EVER since the editor can remember, our line Club has been threatening to write. It happens to be his pal. Finally, Chet, visiting chapters of Sigma Chi and celebrating as editor of its magazine, to do what he can. The editor is happy to print it, doubly so who is a master story teller as well as a time catch up with Chet.

Wally's work—the Chicago Tribune's established comic strip, "The Nebbs," is who have never heard of Wally the Sigma amateur magician. Still fewer know that cartoon when Essanay made films in Chicago.

Chet Cleveland is by way of being a Sigma edited the Magazine of Sigma Chi at the University of Illinois where he was born. And for three years—1922-25—he set a u. Quill and the Magazine of Sigma Chi who have bossed both a social and a professional simultaneously.

Between helping found and heading the association and belonging to innumerable found time to contribute to other magazines. The latter include two biographies of George Ade and Booth Tarkington.



COMIC PANEL HAS WIDE RANGE—These two examples of Carlson's "Mostly Malarky" are typical of its variety of character and scene. At left, his two "charlady" characters, "Maizie and Daisy," have their fun. At right, Wally nudges his own profession.

first person ever to combine or superimpose the human figure and cartoon characters. He accomplished this feat in 1916 in a movie called "Dreamy Dud."

Essanay was the top studio in those days and Wally was on intimate terms with

Wallace Beery, Gloria Swanson, Francis X. Bushman, Lewis Stone, Charlie Chaplin, Ben Turpin, and Edward Arnold.

Later he produced "Otto Luck" and other cartoon shorts for Paramount.

Wally and his brother Carl next organized the Carlson Studios to take over the movie production of "The Gumps." Associated with the Carlsons in the drawing of Sidney Smith's popular strip were three other young cartoonists who have since hit the jack pot: Harold Gray of "Orphan Annie," George Clark of "The Neighbors" and Bill Holman of "Nuts and Jolts." Others have since played a big part in Walt Disney's pictures.

Wally first met Sol Hess at the Carlson Studios and this acquaintanceship with Hess led to the start of "The Nebbs" in 1923.

THROUGH the years the idea has prevailed that Carlson drew "The Nebbs" and that Hess provided all the continuity. Actually they collaborated on the continuity.

Carlson relates: "After a short discussion each week with Sol Hess, I would lay out the strip in pencil with no copy to follow. Then I would write in suggestions for the balloons to fit the action I had drawn. Often Hess would delay writing in the balloons so long that I would have my strips inked in with the exception of facial expressions which could be changed to fit the lines he might write. This, of course, limited the action I could put into my characters and was without a question of a doubt the most cockeyed method of producing a comic strip ever devised."

When Hess died in 1941 his daughter,

Betsy Hess Baer, and her husband, Stanley, took over the continuity of "The Nebbs."

In 1931 Wally was the winner in the whirlwind courtship for the hand of Patricia Edenton of Jackson, Tennessee. He attributes his good luck to a telegram he composed which she received at the very first stop out of Chicago as she was vacation-bound for California: "Miss you very much. Why haven't you written?"

Chester W. Cleveland



member, one stalwart of the Chicago Head-ling to write a piece about another who also ally, Chet Cleveland found time, between and celebrating his 25th, 26th and 27th years what he calls a "blurb" on Wally Carlson. doubly so because he knows that Wally, as well as a topnotch cartoonist, will in due

Tribune's "Mostly Malarky" and the long-Nebbs," speak for themselves to millions ally the Sigma Delta Chi story teller and know that he was a pioneer in the animated films in Chicago.

of being a pioneer in his own right. He has na Chi since 1921, shortly after leaving he was both a Sig and a Sigma Delta Chi. he set a unique record. He edited both The ma Chi which makes him the only man to a professional fraternity publication simul-

heading the College Fraternity Editors' As-numerable other organizations, Chet has er magazines and write a number of books. phies of fellow Hoosiers (and Sigma Chis) gton.

House Organ Education

[Concluded from Page 7]

of the country. As the need has created a demand, this demand has been filled by the addition of specialized instruction. Journalism schools are a development from such a demand, dictated by the necessity of specialized communications between people and peoples.

"Industrial journalism is thus a specialized branch of a specialized field. While some industrial editors are born, most are the product of education and experience. The industrial editor to be competent must know the mechanics of his profession and the problems which confront industry. He must use this dual knowledge and experience to provide a medium of communication which will create more harmonious relations between management and the three important groups with which management must deal—employees, customers and stockholders.

"What are the recognized journalism schools of the country doing today to provide special training and education for:

"a. Undergraduates who wish to become industrial editors?

"b. Working industrial editors who desire further training?

"The answers to this two-part question will be found in this study."

FROM the SUMMARY of Findings:

"Educators show a willingness to cooperate with businessmen in improving the standards of industrial editing. Ninety-one per cent of the schools and departments of journalism are interested in receiving the names of firms which would be willing to employ graduates with industrial journalism training. Seventy-five per cent are willing to cooperate with industrial editorial associations in planning formal instruction."

"The majority of the recognized journalism schools of the country now offer some variety of education in industrial journalism—55 per cent.

"a. Thirty-one per cent offer a separate course, comprised of at least one semester hour.

"b. Twenty-four per cent cover the subject in varying degrees as part of one or more other journalism courses."

"There is considerable confusion as to what such a course should be titled. Here's the picture in the 38 schools reporting courses:

"a. Twenty-two of the schools conduct industrial journalism courses under 17 specific titles.

"b. Sixteen of the schools cover industrial journalism as part of other courses bearing 13 comprehensive titles."

"Industrial journalism is not a new subject but increasing emphasis has been accorded it in the last 10 years, and major emphasis in the last five.

"a. Thirty-nine per cent of the courses have been established for over 10 years."

"b. Fifty per cent have been established within the last 10 years."

"c. Forty per cent have been established within the last 5 years.

"d. Thirty-four per cent have been established within the last 3 years."

(* Eleven per cent failed to indicate or did not know when the course was started.)

"Most of the specifically titled courses in industrial journalism are offered for one semester and carry a two-hour credit.

"a. Three schools offer degrees in one form or another on this subject."

FROM the RECOMMENDATIONS:

"As reported in the findings, considerable confusion exists as to what a course in industrial journalism should be called. From the standpoint of clarity, journalism authorities should seek some standard title or titles to designate the course. In the case of special courses, the following is suggested:

"If the course is primarily intended to cover publications issued by management to employees, customers or stockholders, the course should be called *Industrial Journalism*.

"If both industrial journalism and another subject are covered in the same course, it should have a dual title with the first used designating the emphasis—*Trade and Industrial Journalism* or *Industrial and Trade Journalism*.

"Those schools which profess to teach a course in industrial journalism, but which actually only cover the subject as part of one or more other courses, should give serious consideration to establishing a special course in the subject. If such a course is established, it too should bear a standardized title.

"This simplification would not only aid students in selecting the course but would also aid employment managers in hiring graduates possessing this specialized education."

INDUSTRIAL journalism has made rapid strides within the past few years. This is in line with the growth of industrial editing as a profession in industry.

"Each journalism school administrator should study this trend in the light of his own environment. As a rule, graduates with industrial journalism education will be more heavily absorbed in proportion to the density of the nearest metropolitan area. If the school is located in the midst of such an area, the subject should be covered in greater degree than if the area is sparsely settled industrially."

"Thirty-four per cent of the schools offering undergraduate study in industrial journalism, also offer special courses to working editors.

"While there is no actual statistical guide evident here to point out how an industrial journalism course should be established, the offer of some type of specialized short course to the working editors may point the way. Such a course would determine the degree of interest among local industry executives, including editors. It should also determine the feasibility of conducting graduate extension or evening courses of longer duration. Finally, it should publicize the field of industrial editing among the undergraduate body and help to stimulate their interest in a regular course."

"Forty-six per cent of the schools offering formal courses in industrial journalism are cooperating with industrial editorial associations. Lack of further cooperation may be due to: 1) lack of initiative by either party, 2) the absence of a local association or 3) the lack of information about how to secure cooperation.

"Point 1 just mentioned can be met by the journalism authorities in the schools taking the initiative. Point 2 should be explored to determine whether enough

local editors are available to form a local association, or whether such an association is located in a nearby metropolitan area. Point 3 can be answered by establishing contact with a national association such as the American Association of Industrial Editors."

THESE few excerpts from the survey show that while considerable progress has been made educationally in improving industrial editing standards, there is still a long row to hoe. But the spadework is being done for future development.

What makes a good industrial editor? In words alone, the answer to this question is simple. But like so many things which are simple to state but hard to create, the translation of the words into reality may be difficult.

Here are the words: A good industrial editor should have (1) an inherent reportorial and editorial instinct, (2) organized training and education in journalism techniques and the practical application of these techniques in the field, and (3) organized training and education in industry's problems and the practical application of this knowledge by actual experience.

Present and future journalism students, if sincere in their intentions, will supply the first element in this formula. The same students can acquire the education referred to in elements two and three—providing the opportunity is supplied by journalism and/or business school authorities. Graduate students can acquire the experience mentioned in elements two and three by patience and perseverance.

Future industrial editors with these three qualifications can be very valuable to industrial top management—and will receive handsome dividends in hard cash for their efforts.

Sigma Delta Chi Marker Honors Alabama Editor

A MARKER in memory of Grover Cleveland Hall, editor of the *Montgomery (Ala.) Advertiser* from 1926 to 1941, was unveiled in Montgomery by Sigma Delta Chi during November.

Mrs. Grover C. Hall unveiled the plaque which has been placed in the *Advertiser's* offices. The inscription reads: "He was a Tribune of the People of the Southern states. He bravely Fought Tyrannies over Men's Minds. Awarded the 1928 Pulitzer Prize for His Editorial Onslaughts Against Gangism, Floggings, Racial and Religious Intolerance."

This is the fourth such memorial erected by the fraternity in its national program of marking sites of significance in the history of American journalism. The others are in St. Louis, honoring Joseph Pulitzer; Bennington, Vt., honoring Anthony Haswell, and in San Francisco, in memory of James King of William.

Weldon Owens (Fort Worth-Professional '48) recently sold the *Teague (Tex.) Chronicle* and has joined the staff of the *Fort Worth Press* as regional editor and director of the Press Statewide Soil Conservation Awards program.

J-Student Files for Future

Paste Pot Passport To South America

By TED BINGHAM

SOUTH AMERICA is a cardboard, accordion-type filing case stuffed with clippings and pictures of countries that I have never visited. The contents are my means of transportation and my paste pot is my passport to all those countries south of our border.

In theory, this classification of newspaper and magazine clippings on one general subject, South America, is a very simple one. All that is needed is a pair of sharp eyes and a great deal of interest in the lands of recurrent revolutions.

Behind this idea of becoming an armchair expert on communism in South America, Argentine foreign relations, or the latest revolution in Paraguay is a deep desire to know what goes on in those countries that I feel to be so vitally important to America's future.

To simplify the operation, each division of the file has a folder separately kept for each country. I started the file in December, 1946, when the United States was in a furor over the election of one Juan Peron, Argentine strong-man.

Argentina now has three folders, one for politics, one for its foreign affairs, and one for news of general interest. This large amount of news may mean that this country will play a very important part in our relations in the lower half of our hemisphere.

EACH state that becomes the center of news comment has its place in the alphabetical file, from Argentina to Venezuela. "L" is at the present time reserved for United States government reports on conditions in South America.

I have found that Uncle Sam is a great source of information for all interested in statistical and informative reports on these countries. For example, to find out about the labor conditions in the leading South American countries during the period January 1942 until the present, all one has to do is to write to the Department of Labor requesting this information.

For source material on general topics, I have found that the *New York Times* and the *New York Herald Tribune* are among the leading newspapers in the country for information regarding activities of our southern neighbors.

By reading stories datelined from the capitals of South America, such as those written by Milton Bracker, Mac R. Johnson, Frank L. Kluckorn and Joseph Newman, who have been at one time or another prominent writers from this area, one gets to recognize and properly appraise the stories appearing elsewhere, and to better formulate an opinion of events that are becoming more important to every American.

No man can remember all the facts that the years develop, the history that makes up the background of today's news. The

file is personal—that is, I can find out just what I want to know without grubbing through stacks of books, magazines, and newspapers to get the background needed if an article must be written.

AS a fledgling journalist, a student that is, I have been able to use this file for reports and features to complete my school requirements. In the future, the necessity of such a file could prove to be indispensable to round out any newspaper work that I may be called upon to do.

Upon the advice of a veteran newspaper man, I have learned that many newspapers need and use men that are especially acquainted with some fields. My paste pot filing is my way of preparation to fill this need.

Of course, if one wishes to raise the horizons of the future, then it seems logical that a foreign correspondent must also have use of a file of this sort; especially this must be true when the correspondent is asked to write a background article on a certain news event.

It is therefore evident that this file can work from both ends—that is, better to analyze an article and also better to write an article.

This easy filing method of becoming an

THIS journalism student's paste pot and cardboard file route to knowledge of other countries might well be labelled: Telegraph editors, editorial writers and copyreaders please copy. Ted Bingham's practical hobby struck *The Quill* as an idea well worth passing along.

A senior in journalism at Indiana University who will be graduated this winter, Ted is a veteran who returned to college after overseas service that included a wound at St. Lo, France, where he fought with the 23rd Regiment of the Second Division as a machine gunner.

A native New Yorker, he has been managing editor of the *Star-Courier* at Bloomington and city, night and associate editor of the *Daily Student*, campus newspaper. He was initiated by the Indiana chapter of Sigma Delta Chi last Spring.



Ted Bingham

"expert" on South America is open to much criticism, but I believe that in these times of specialization, the use of a paste pot, a pair of scissors, and a cardboard filing case will aid the cause of factual journalism, and at the same time, help create for the owner of such a file, a place in the field of journalism.

Texas SDX Writes Story of Dallas

ROBERT O. BARNEY (Texas '41) is the author of "The Romantic Story of Dallas—from Buckskins to Top Hat," recently published with illustrations by Bill McClanahan, *Morning News* staff artist. The book follows more than a century of Dallas history from 1841 to the present.

Now an official with the Veterans Administration at Waco, Barney has worked for the *Temple Telegram*, the *Austin Tribune* and other Texas dailies, written for business and trade publications and done public relations for the Southwestern Bell Telephone Co. and the Shell Oil Co. The book is being managed by William N. Sewell (Dallas Professional '46).

Ralph E. Dawson (Missouri '48) is a member of the *Jefferson County Republican* staff at De Soto, Mo. The newspaper, one of those receiving the 1948 Blue Ribbon Award of the Missouri Press Association, is published by Lewis W. Roop (Missouri '31).

Joseph C. Carter (Syracuse Professional '45), assistant professor of journalism at Temple University, is editor of the *Faculty Record*, which carries news of the professional activities of the Temple faculty.

Robert B. Smith (Ohio State '23) is the new president of the Virginia Press Association. He is co-publisher of the *Martinsville (Va.) Daily Bulletin* and was formerly secretary manager of the State press association.

New Horizons at Milwaukee

[Concluded from Page 6]

bomb, Paul S. Deland, managing editor of the *Christian Science Monitor*, expressed his belief that newspapers especially should be guided by codes of ethics.

"It is unethical to be without a code or standard," he said, "to accept defeat or not to seek a solution. It is unethical to start a fight and not finish it—to glorify a cheap criminal—or not to be constructive."

Forrest Seymour, editor of the editorial pages of the *Des Moines Register & Tribune*, speaking on the same panel, likened the press' function in a modern democracy to that of the "guardians" in Plato's ideal republic. Declaring that the newspaper has a combination of functions, none of which is so completely carried out by other mediums of communication, he also pointed out that it is "also a combination of private enterprise, quasi-public utility and social guidance agency."

"To keep these traits separated is no mean feat," he said, "and not all publishers succeed at it very well. It would be easier for all of us if we had the ethos of either a popcorn stand or a Quaker relief agency. Unfortunately we don't. We are a bit of both. . . . A lot of people think this constitutes an insuperable paradox. I don't think so."

He suggested that newspapers needed to be financially sound to exist and for that reason were entitled to follow advertising and even news techniques that will make a profit possible. But because of their special function in the informing and leading of democratic society, he added, they need something else that might be called an "inner conscience." That, he suggested, can best be served by the editorial page. He believed that editorial writers should both keep close touch with people and events and retire, at times, to the "ivory tower" where they "can't hear a sound and reflect on the meaning of the hubbub."

The third member of the panel, Dr. Ralph Casey, director of the University of Minnesota school of journalism, returned to the election "upset" to draw a moral on sound reporting. He pointed out that much attention was paid the support traditionally given the Republican or Democratic parties but that reporters overlooked the traditionally independent group of voters and the latent influences that led many of these to vote for Truman. Recalling that separation of news and opinion is supposed to be an invention of American journalism, he quoted William Allen White's remark that he "should take the vows of political chastity."

ONE of the "new horizons" in journalism before the convention was the new importance of world news. Lloyd A. Lehrbas, director of the State Department's office of international information, told the delegates at luncheon Saturday what the United States is doing to put its story before a world divided between democratic and "red fascist" concepts of life. There can be no real compromise, he said, after describing the broadcasts, news services, pamphlets and magazines being issued by the American government's news staff to offset Russia distortion of American policy the world over.

"We try to tell the peoples of other countries what our officials and ambassa-

dors are telling their officials," he said. "Thus they will know the facts of the Russian blockade of Berlin, the efforts of United States, Great Britain and France to rehabilitate western Germany, the facts of Communist aggression and sabotage that is creating havoc in France, Italy, China, Korea and new nations of southeastern Asia."

"We have a more vital duty than simply answering and debunking Soviet propaganda. We must beat Russia to the punch by publicizing actions and views of the United States government and the American people, before the minds of the world's peoples have been muddled by Soviet misrepresentations and distortions."

Lehrbas and William Weekes, manager of the Milwaukee bureau of the *Associated Press*, were initiated into Sigma Delta Chi at a model ceremony conducted by national officers Saturday evening.

ANOTHER "new horizon" in journalism special to Milwaukee was described at a dinner Friday night at which the *Journal* was host to the convention. It was the *Journal's* employee stock ownership plan, under which 55 per cent of the outstanding capital stock of the corporation is now held under a trust agreement in which 688 employee owners participate in direction and profits. The speaker was J. Donald Ferguson, president of the Journal Company and president of the Milwaukee Professional Chapter which was co-host to the convention.

"A tremendous force for good or evil lies in the control of any newspaper," Mr. Ferguson said. "Employee ownership and control should generate, through management, the highest ideals of service, advanced technical knowledge and efficient work by the employee group, under proper conditions of employment. Permanence and continuity of maximum service are assured. The concept of public service at its best will never be lost sight of under such ownership."

"The employee group, as stockholders with majority control, has gained a new freedom and dignity in its work," Mr. Ferguson said after explaining how the employee owners are represented on the company's board and through a special "unitholders' council." He paid special tribute to the vision of Harry J. Grant, elected one of the first Sigma Delta Chi fellows, in the conception of the employee ownership plan.

A practical lesson in the newest horizons in journalism was given the delegates Friday afternoon when they visited the *Journal's* radio and television center and inspected the equipment and operation of WTMJ, WTMJ-FM and WTMJ-TV. There James Robertson, television program manager, predicted that the new medium may put an end to much of the conversation that people ordinarily engage in after dinner.

William B. Ray, central district manager of news for NBC, discussed television's tremendous possibilities for presenting news to great masses of people. During the convention week, officers and delegates to the convention took part in numerous broadcasts over Stations WISN and WMAW as well as the *Journal* stations.

Other featured speakers were Bernard Kilgore, president of the *Wall Street Journal*, who told the delegates Saturday that

the business and economic field "offers a gold mine of interesting news and feature stories, and John Strohm, editor and publisher of the Woodstock (Ill.) *Journal*, Strohm, who has also been a roving correspondent abroad for news services and magazines, showed pictures of areas abroad and urged that the United States make its European program constructive as well as defensive by sending agricultural technicians to war torn countries to help increase world food production.

THE three new members of the Executive Council are Floyd Arpan, associate professor of journalism at the Medill School of Northwestern University; Lee Hills, managing editor of the Miami (Fla.) *Herald*, and Lyle Wilson, manager of the Washington Bureau of the *United Press*. They replaced three retiring members of the council, George W. Healy Jr., managing editor of the New Orleans *Times-Picayune*, who was succeeded by Huston as chairman, Ken Marvin and Ralph McGill, editor of the *Atlanta Constitution*.

Holdover members of the new council are Carl R. Kesler, state editor of the *Chicago Daily News*, who was elected vice-president in charge of professional affairs; John M. McClelland Jr., editor of the *Longview* (Wash.) *Daily News*, new vice-president in charge of undergraduate affairs; Robert U. Brown, editor of the *Editor & Publisher*, vice-president in charge of expansion; Charles C. Clayton, editorial writer for the *St. Louis Globe-Democrat*, secretary; Alden C. Waite, president of Southern California Associated Newspapers, treasurer, and B. C. Jefferson, associate editor, *Dallas Times-Herald*, councillor.

Victor E. Bluedorn, executive director of Sigma Delta Chi, was reappointed to that office and the business management of THE QUILL. Kesler was reappointed editor of THE QUILL.

Other business transacted by the convention included approval of several technical changes in the wording of Sigma Delta Chi's constitution and approval of all but one of several changes in fees recommended by the Executive Council.

The convention approved a report by the fraternity's standing committee on the advancement of freedom of information, headed by Charles Clayton, new secretary. Reaffirming the fraternity's declaration to the United Nations Economic and Social Council that the structure of human rights rests on a basic right—the right to know—the committee made twelve specific recommendations and endorsements in support of this principle.

The convention also approved a majority report of the committee headed by John McClelland, new vice-president, to go ahead with studies, either by outside financial backing or voluntary help, looking toward drawing up and publishing a code of ethics for the guidance of members of the fraternity.

Resolutions were adopted formally thanking the Milwaukee newspapers, the host chapters and convention speakers. Similar thanks were extended the Blatz Brewing Co. whose buffet supper for the delegates was a very successful feature of the entertainment program.

Advertising representatives wanted by Southern magazine for school and college administrators. SDX members preferred. Liberal commission paid. Write Southern School Director, Box 5506. Tampa, Fla.

Wayne University Acquires Library Of Ralph L. Peters

THE libraries of Wayne University have acquired nearly 500 volumes on journalism from the estate of Ralph L. Peters, former national president of Sigma Delta Chi and editor of *THE QUILL* who died in 1944.

Ralph Peters' memory will be honored by a special bookplate that goes in each of the volumes. He was rotogravure editor of the *Detroit News* at the time of his death and a graduate of Ohio State University where he was initiated into Sigma Delta Chi.

Collected over the fourteen year period of his editorship of *THE QUILL*, the books consist of histories, memoirs, biographies and technical studies in journalism.

Ralph's term as the fraternity's president was in 1937-38. The following year he received the Wells Memorial Key, awarded annually to a Sigma Delta Chi member for outstanding service to the organization. He was a member of the *News* staff from 1927 until his death.

The collection was made available to the university by Mrs. Ralph L. Peters, a former special instructor in home-economics at Wayne. Dr. G. Flint Purdy, Wayne Librarian, announced the acquisition.

The Ralph L. Peters Journalism Collection

Wayne University

Ralph L. Peters (1903-1944), an Ohio-born newspaperman, was a member of the *Detroit News* editorial staff from 1927 until his death. Under his editorship, the *News Pictorial* became outstanding in news-picture journalism. He was editor of *The Quill*, publication of Sigma Delta Chi, professional journalism fraternity, the last fourteen years of his life.

This volume is part of the collection acquired by Wayne University from Mr. Peters' estate in 1948.

MEMORIAL — Special bookplate that marks books of Ralph Peters, late editor of *The Quill*, in Wayne University library.

Louie Hulme (Baylor '47) left his position on the *Fort Worth Press* this Fall to become assistant professor of journalism at Baylor University, Waco, Texas.

William E. Rowe (Georgia '48), recent graduate of the Henry W. Grady School of Journalism, University of Georgia, has joined the *Associated Press* in Montgomery, Alabama. He was editor of the *Georgia Cracker*, university literary and humorous magazine.

THE QUILL for December, 1948



Wallace A. Ross Edits "Contact Book"

WALLACE A. ROSS (Cornell '44) is the new editor and publisher of *Contact Book*, semi-annual listing of agencies and other contacts in the theatrical, movie, radio and allied fields published by Celebrity Service of New York City.

Additional listings of television producers and stations, entertainment research bureaus, model agencies and a sports section have been added to the revised sections on theater, radio, screen and other entertainment contacts.

Ross, who was president of the Cornell University chapter in 1942, had previously worked on promotion for the National Broadcasting Company and for producers of special films.

Sutton Writes Book on Newspaper Makeup

DR. ALBERT A. SUTTON (South Dakota State '36), professor of journalism at the Medill School of Northwestern University, is author of "Design and Makeup of the Newspaper," published by Prentice-Hall.

The book contains a detailed discussion of essential phases of planning newspaper design and makeup beginning with a history of printing. Careful discussion is given to types and type identification and the book contains full page specimen sheets. The chapters on page makeup and on types and their adaptation to newspaper design and makeup stress how-to-do-it treatment.

Dr. Sutton has been professor of typography and photography since 1941. He obtained his Ph.D. in journalism at Northwestern University in 1936.

He is director of the annual typography contest of the Inland Daily Press Association, sponsored by the Medill School.

Ray W. Bonta (Texas '34) has been named manager of the employee information division of Hotpoint, Inc., General Electric affiliate, in Chicago. He was formerly with the General Electric Co.'s public relations department at Schenectady, N. Y.

3 SDXs Named in Expansion of Texas J-Faculty

THREE Sigma Delta Chis, including Harrell E. Lee (Oklahoma '26), Texas and New York newspaperman, were appointed to the journalism staff of the University of Texas this Fall. The others were C. A. Newton (Texas Professional '47) and Charles C. Sansom (Texas '42).

The appointments were a step in expansion of the present department into a school of journalism which is using student publications as laboratory publications, Prof. Paul J. Thompson, head of the department, said.

Lee became an associate professor of journalism and editorial director of student publications. The latter post is an entirely new one at Austin in which he will introduce more laboratory practice for students and advise the staffs of the *Daily Texan*, the *Texas Ranger*, campus magazine, and the *Cactus* (yearbook).

Lee is an *Associated Press* veteran who served in the Austin, Dallas and Houston bureaus after obtaining his degree from the University of Missouri in 1927. He had previously attended the University of Oklahoma. He was transferred to New York in 1941 and except for three and a half years' war service, has been with the AP's Latin American section since that time. He was a captain in the Chemical Warfare Corps.

Newton, a former student publication director at Texas who has recently been business manager of *Texas Parade* magazine, returned to the university as a lecturer in journalism and business manager of publications. He is a graduate of Baylor University where he edited the yearbook.

Sansom, who has been a teaching fellow, became journalism laboratory supervisor. He holds several degrees from the university, including master of journalism. He was a member of the Army Air Forces from 1942 to 1945, serving more than two years overseas.

W. & L. Graduates on Virginia Papers

MOST of the 1948 Sigma Delta Chis from Washington and Lee University decided to remain in Virginia.

Fran Russell went to work for the *Smyth County News*. Fred Holley joined the staff of the *Norfolk Virginian Pilot* and Walt Potter is managing editor of the *Hopewell News*.

After his second summer on the sports desk of the *Roanoke Times*, Charley McDowell headed for New York to get his master's degree at Columbia's graduate school of journalism. Bill Talbot, who was graduated in February, is now working for the *Roanoke Times* as is Fred Loeffler. Don Murray is assistant news editor at WDBJ, Roanoke. Bill Allen is editor and publisher of the *New Castle Record*. Bernie Kaplan went further south to join the Atlanta Bureau of the *International News Service*.

Carl R. Freund (Texas '44), formerly with the *Waco News-Tribune*, has joined the news staff of the *Fort Worth Press*.

THE BOOK BEAT

By DICK FITZPATRICK

It is fortunate that much time is now being spent in viewing journalism from the over-all point of view of communications. This broader approach to the problem of informing people seems more reasonable and valuable. Two recent books by groups of experts using this approach have contributed greatly to the literature of the field.

The first of these is "Communications in Modern Society" (University of Illinois Press, Urbana, Illinois, \$4.00). The book is edited by Wilbur Schramm, director of the Institute of Communications Research at the University of Illinois. It contains fifteen studies of mass communication and related problems which were discussed by experts at the Institute's first annual conference.

The book begins with a five-page discussion of communications in modern society by Dr. Schramm. He asks several dozen pointed questions, each of which could stand thorough investigation.

The relationship of government and communication is discussed by Professor Fred S. Siebert, director of the Illinois school of journalism. Professor Siebert is an authority on law of the press. He makes many interesting observations on government as a participating agency in communications. He sees no reason why government should not enter the field, nor why a city should not own a radio station, but he fears that the output would be dull and, in many cases, a waste of taxpayers' money.

Economist Charles B. Kinter of Northwestern University's school of commerce discussed economic problems in the private ownership of communications, while Raymond B. Nixon of Emory University analyzed the implications of the decreasing numbers of competitive newspapers.

Three papers at the Institute dealt with problems of process and channels. They were "Psychology of the Communication Process," by Yale Psychologist Carl Hovland; "Psychology of Communication by Picture," by Ohio State's Edgar Dale, and "The Sociology of Literature" by Leo Lowenthal, a member of the Institute of Social Research.

Measurement problems were analyzed by Minnesota's Ralph Nafziger who dealt with the reading audience and by Elmo Wilson, ex-CBS chief of research, who talked about the listening audience. Hugh M. Beville, Jr., director of research for NBC, discussed the challenge of television and facsimile.

Communications as a social instrument was handled by John Ivey of the North Carolina Institute for Research in Social Science. Clyde Hart, director of the National Opinion Research Center at the University of Chicago, discussed problems of measuring public opinion. Bernard Berelson of the University of Chicago's Graduate Library School studied the relation of communications to public opinion.

Responsibility of persons in communications was discussed in three papers by Paul Lazarsfeld of Columbia's Bureau of Applied Social Research, Ralph D. Casey, director of Minnesota's School of Journalism, and Robert J. Blakely, editorial writer for the Des Moines Register and Tribune.

The book contains a 100 title bibliogra-



Wilbur Schramm

phy, dealing with mass communication. It is broken down into five parts: the communicator, the content, the channel, the audience, and the effect.

There is so much interesting material in this book that it is not possible to give adequately any idea of its importance. For instance, Hart suggests that it is necessary to begin measuring opinion in a social situation, like having one's family present, instead of individually. Professor Hovland suggests that as yet there is no real psychology of communication. Professor Nafziger says communications research "is only beginning to study how the general public and the diverse groups which make up the general public can most effectively be informed of the necessities which it must face in our world and the world of tomorrow."

"Communications in Modern Society" is a serious book. It does not serve as a general introduction to the field, but is for those who have some knowledge of the various phases of communication and are interested in an earnest discussion of modern problems of the field. The book is excellent for all libraries.

ANOTHER book which takes an over-all approach to the field is "The Communication of Ideas" (Harper & Brothers, New York, \$3.50), edited by Lyman Bryson. The papers in the book were delivered at the Institute for Religious and Social Studies of the Jewish Theological Seminary of America in New York.

There are 16 papers in the book. They deal with all phases of communications and take a primarily sociological approach to the field. This 297 page book is another contribution to the growing literature which realizes the importance of combining mass media together as a unified method of informing the people and increasing understandings.

The authors of the papers include such well-known people as Paul Lazarsfeld, Harold Lasswell, Robert Leigh, Margaret Mead and Bryson. This book is also advanced and for people who have some knowledge of the field.

Top Reference Books

THERE is a big bargain on the book market today.

It is "Words Into Type" (Appleton-Century-Crofts, Inc., New York, \$5.00). The book is based on studies by Marjorie E. Skillin, Robert M. Gay and others.

If a reviewer is allowed one "must" book per column, then he probably is allowed one "super must" book among the dozen books he so terms each year. "Words Into Type" is the "super must" of the 1948 "must" books.

This book is enthusiastically received, because it fills so completely a long felt need of persons who work converting the written word into type. In its 585 pages, "Words Into Type" answers every conceivable question. The book's scope is very broad.

Part I of the book deal with the manuscript. Among the questions which are discussed are technicalities of form, special responsibilities of the book writer and legal responsibilities of the author.

Techniques for copy and proof are covered in the second part of "Words Into Type." Separate sections discuss: techniques of preparing copy, workers on copy and proof, and techniques for reading proof.

Part III of the book, which is especially excellent, deals with typography and illustration. It covers the mechanics of printing, computations of copy and type, problems of format, problems of typographical style, details of page make-up, typography of various literature forms, and illustrations.

The most sensible rules of a number of style books have been combined to produce Part IV of this book. Separate sections appear on abbreviations, numbers, italics, capitalization, punctuation, compounding of words, division of words, composition of foreign languages, and phonetics.

Part V consists of a concise 49-page summary of the rules of grammar.

Part VI covers usage. It includes sections on wordiness, trite expressions, appropriateness, American and British usage, the right preposition, words liable to be misused or confused, word lists for checking one's vocabulary, spelling and a bibliography covering grammar and usage.

The book includes an appendix which consists of a glossary of grammatical terms, a glossary of printing terms, a list of book publishers, and an extensive list of foreign words and phrases.

The book is indexed. It is filled with excellent illustrations and, in most cases, contains apt illustrations or examples.

"Words Into Type" contains in one volume the information that a student, newsman, or editorial assistant should have available on a moment's notice. Now for the first time, he does, with this book.

"Words Into Type" is most highly recommended for your library. Its value will be proven frequently, and a hundred-fold.

Jack James (Kansas State '43) is United Press correspondent at Canton, China, where he also taught at Lingnan University last year.

Marshall Kizziah (Southern California '43), sports editor for the Columbia Broadcasting System, became a part time lecturer in radio news this Fall at the journalism school of the University of Southern California. The school opened its term with an enrollment of 300.



ENTERTAIN LEGION LEADER—President Tom F. Smith (standing) of the Greater Miami chapter introduces Past National Commander James F. O'Neil (at Smith's right) to a chapter dinner on the eve of the veterans' national convention. Others at the speakers' table are John T. Pennekamp (extreme left), associate editor, *Miami Herald*, and Raymond H. Fields (at Smith's left), Legion public relations director. Holding a cigaret in the extreme upper right of the group is William H. Glenn of the *Miami Beach Sun-Star*, a founder of Sigma Delta Chi.

Miami Chapter Legion Host

THE Greater Miami Professional chapter of Sigma Delta Chi was host to American Legion leaders at a dinner meeting just before the Legion opened its national convention in Miami and Miami Beach.

Tom F. Smith, manager of the Miami Beach news and convention bureau and president of the chapter, introduced Past National Commander James F. O'Neil of the Legion as guest of honor.

O'Neil, Smith and Raymond H. Fields, national director of public relations for veterans' organization, briefed Miami area newspaper and radio men on convention coverage arrangements.

Penn State Elects Two Professionals

TWO professional members, both Pennsylvania newspapermen, were initiated recently by the Penn State College chapter along with seven undergraduates. They were Richard Rentz, Penn State alumnus now assistant treasurer of the *Newcastle News Co.*, and Joseph Snyder, chief of the Philadelphia bureau of the *Associated Press*.

The undergraduates were John Bonnell, James Bowback, Thorold Eidell, Elliot Krane, Jack Reen, Wilbert Roth and Albert Sakavich.

Professional members of Sigma Delta Chi who attended the initiation included J. E. Holtzinger, general manager of the *Altoona Mirror*; John T. Robinson, general manager of the *Monongahela Publishing Co.*, and Gus and Rollin Steinmetz, father and son. The elder Steinmetz is public relations director for the Department of Internal Affairs of Pennsylvania. Rollin is managing editor of the *Lancaster (Penn.) Sunday News*.

The editor of "Who's Who in the News at the Pennsylvania State College" for this year will be Arnold Gerton. The publication, a chapter activity, contains brief sketches of more than 200 student personalities. Most offices on the campus use this booklet for information and reference, and copies are sent to newspapers and any other offices throughout the state that can make use of them.

Blumenfeld Heads Seattle-Tacoma Group

IRWIN BLUMENFELD (Washington '30) has been elected president of the Seattle-Tacoma professional chapter, succeeding Jim Hutcheson (Washington '28). Blumenfeld, a former Washington state weekly publisher, is news bureau director in the University of Washington office of public relations.

Ernie Knight (Washington '15), executive news editor of the *Tacoma News-Tribune*, was elected to succeed Elmer Vogel (Washington '40) of the *Associated Press* as vice president. Wally Reid (Wash-

ington '39), advertising manager of the *University District Herald*, was elected to succeed Al Hill (Washington '33), Boeing Airplane Company news bureau director, as secretary-treasurer.

Journalism Teacher Launches Weekly

ABSENT from the faculty roll at Southwest Texas State College this Fall was a man well known to journalists of South-Central Texas, Walter Richter (Texas '42), who is publishing a brand new weekly in Stockdale, Texas, the *Stockdale Star*, formerly the *Weekly News*.

Richter spent 14 years at the college as a student and as an instructor in journalism. He began working his way in 1934 by digging ditches. After performing almost every job on the Hill, he managed to collect several degrees which included one in journalism at the University of Texas in 1942. He has been on the faculty since receiving his M. A. in 1939. Newspaper men in South-Central Texas, particularly editors of weeklies, will remember his role in press clinics held under the joint sponsorship of the *San Marcos Record* and the college.

Barry Bishop (Texas Professional '29) has been re-elected president of the Foreign Correspondents Association in Mexico. Bishop is head of the Mexico City Bureau for the *Dallas Morning News*.

What, Noël Again?

■ *Jingle those bells . . . hang that holly . . . be mischievous under the mistletoe . . . Christmas is upon us once more.*

And, with the arrival of the gayest of all holiday seasons, comes time for remembrance. Gifts and cards, parties and cheery greetings all carry a message that says, "Merry Christmas." Mothers and Dads, sisters and brothers, aunts and uncles, new friends and old friends . . . all are especially remembered at Christmastime.

We hope you'll remember, too, an old friend who has been serving you faithfully and well for a number of years.

The old friend is EDITOR & PUBLISHER, *the newspaper about newspapers*, who wishes you a very Merry Xmas and a more than Prosperous New Year!



Subscription rates—Domestic, \$5.00; Canada, \$5.50; foreign, \$6.00

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